



# 2010 Annual Report to Residents



Brought to you by the Sturgis City Council, City Manager and Employees  
1040 2nd Street - Sturgis - South Dakota - 57785  
[www.sturgis-sd.gov](http://www.sturgis-sd.gov)

## Table of Contents

State of the Community .....	1
Council Goals .....	2
Tax Rate Reduction .....	3
Retail Development .....	4
Murray Project. ....	5
Comprehensive Plan .....	6
Rally .....	7
Main Street Beautification .....	8
Street Improvements .....	8
Parks and Recreational Improvements .....	9
Pine View and Vanocker Canyon Road Projects .....	9
Airport .....	10
Equipment Grant .....	10
Sturgis Liquor .....	11
Code Enforcement .....	11
Message from the City Manager .....	12

## Staff Directory

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Community Center	605-347-6513	605-720-0319	<a href="mailto:rheikes@hotmail.com">rheikes@hotmail.com</a>
Community Development	605-347-4424	605-347-9187	<a href="mailto:rbush@sturgisgov.com">rbush@sturgisgov.com</a>
Constituent Services	605-347-4422	605-347-4861	<a href="mailto:csteele@sturgisgov.com">csteele@sturgisgov.com</a>
Finance Office	605-347-4422	605-347-4861	<a href="mailto:Fayb@sturgisgov.com">Fayb@sturgisgov.com</a>
Fire & Ambulance	605-347-5801	605-347-2558	<a href="mailto:rkoan@sturgisgov.com">rkoan@sturgisgov.com</a>
Human Resources	605-347-4422	605-347-4861	<a href="mailto:lkatzenstein@sturgisgov.com">lkatzenstein@sturgisgov.com</a>
City Attorney	605-347-4422	605-347-4861	<a href="mailto:gbarnier@sturgisgov.com">gbarnier@sturgisgov.com</a>
Mayor's Office	605-347-4422	605-347-4861	<a href="mailto:sturgismayor@sturgisgov.com">sturgismayor@sturgisgov.com</a>
Code Enforcement	605-347-4424	605-347-9187	<a href="mailto:dsmith@sturgisgov.com">dsmith@sturgisgov.com</a>
Parks Department	605-347-9018	605-720-6644	<a href="mailto:sturgisparks@rushmore.com">sturgisparks@rushmore.com</a>
Police Department	605-347-2573	605-347-6828	<a href="mailto:jimbush@sturgispolice.com">jimbush@sturgispolice.com</a>
Public Library	605-347-2624	605-720-7211	<a href="mailto:sturgispubliclibrary@yahoo.com">sturgispubliclibrary@yahoo.com</a>
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Rally Department	605-720-0800	605-720-0801	<a href="mailto:info@sturgismotorcyclerrally.com">info@sturgismotorcyclerrally.com</a>
Sturgis Liquor	605-347-5983	605-347-4861	<a href="mailto:sturgisliquors@rushmore.com">sturgisliquors@rushmore.com</a>
Water Department	605-347-4425	605-347-9187	<a href="mailto:erict@sturgisgov.com">erict@sturgisgov.com</a>

# A Productive 2010

2010 was a successful year of action and accomplishment on many fronts for the residents of Sturgis. The City's financial condition is solid. New businesses are coming to town. The Murray Addition, Annual Street Overlay and Park Improvements Programs were completed on time and under budget. A successful Rally provided increased revenues for our residents, all making Sturgis a better place to live, work and raise a family.

As we move forward into 2011, we want to express our sincere thanks to everyone who has made the commitment to improve our community by sharing their vision for our future.



It's critical for business owners, volunteers, committee members, and elected officials and all Sturgis residents continue to work together to turn our goals into reality.

If you have any questions or comments regarding the information contained in this report, please contact the City Manager or your local City Council representative.

For news, City Council updates, and project information, visit the City of Sturgis website at [www.sturgis-sd.gov](http://www.sturgis-sd.gov).



# 2010-2014 City Council Goals

**Retail Expansion & Main Street Beautification** – Create a retail business climate that is conducive to retail attraction and expansion. Projects undertaken: Sculpture Walk, Pocket Parks, Main Street Lighting, Comprehensive Plan, Café/Sidewalk Vending Ordinance, Code Enforcement Program, Web Cam and Public Address System Projects.

**Develop Retail Jobs at Exit 32** – Bring in two new businesses and create new jobs in the next two years.

**Secure Development Plans for Exit 32 Properties** – Acquire and redevelop Exit 32 property and identify retail prospects/Buxton Study. Develop a retail profile to market Sturgis, recruit businesses at Retail Trade Show and secure a developer agreement for Exit 32.

**Communicate with Residents and Build Public Trust** – Continue property tax rate reduction and improve efficiency. Provide frequent updates on projects, goals and finances using improved methods of communications: City Website, SIP Monthly Newsletter, Informational Meetings, Open Houses, Public Safety Day and Annual Report.

**Demonstrate ‘Payback’ Benefits from the Rally** – Identify projects that directly benefit from the Rally funds. Publish Annual Rally Report on the Website and articles in the SIP. Place signage on projects paid for in part by Rally funds. Issue press releases with details of funding awards. Conduct Fall survey asking residents how funds should be used.

**Capitalize on the ‘Sturgis’ Brand** – Increase revenues related to Sponsorship and the Sturgis Brand. Challenge Rally Sponsorship Agent to increase annual revenues. Identify outlets regionally to promote the Community and Rally. Coordinate efforts and work with the State, Sturgis Chamber and Sturgis Economic Development Corporation.

**Improve Narrow Street Parking** – Police and Public Works Departments to study narrow street parking and make recommendations in 2011.

**Research Potential for a Non-Profit Organization Center** - Identify community needs and establish a list of possible locations. Open discussions with the School District regarding resources in 2010-2011.

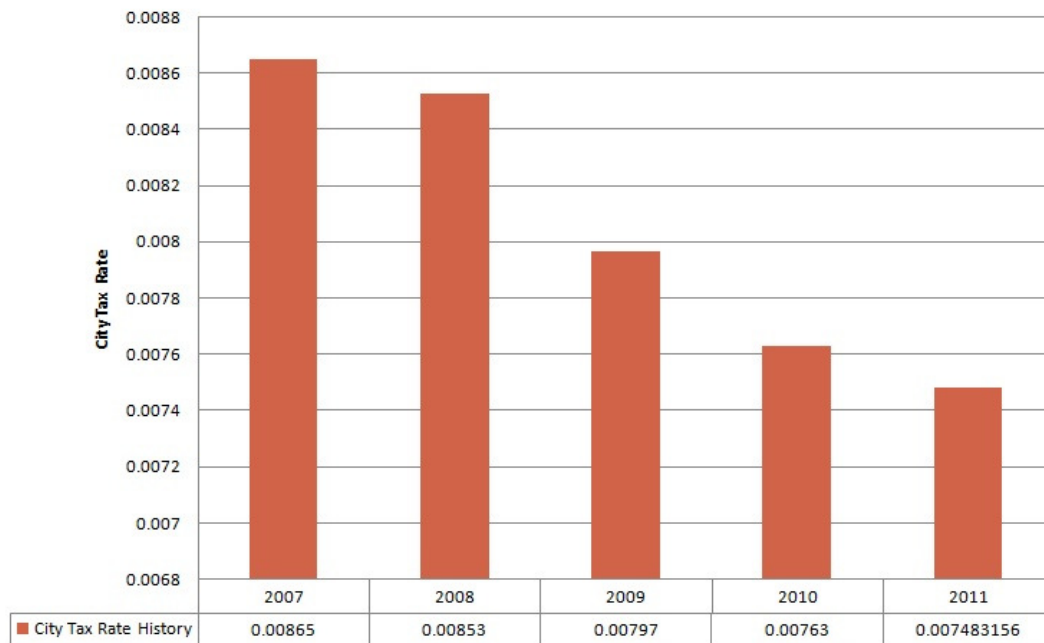
**Improve Snow Removal in the Business District** – Promote collaboration and compliance with ordinances. Educate downtown property owners of their responsibilities to remove snow, encourage and enforce compliance via Code Enforcement. Establish and communicate official snow removal routes.

**Equipment Replacement Schedule** - As part of the 2011 Budget process, staff to develop a 5 Year Equipment Replacement Schedule including estimated costs for equipment used for routine, core operational responsibilities.

**Movies at the Community Center Feasibility Study** – Assess feasibility of offering movies at the Community Center. Develop a feasibility Study to include costs associated with a licensing agreement, remodeling costs and impact on the Community Center. Pending Council evaluation.



# City Tax Rate Reduction



- The City's portion of the property tax rate was reduced from \$7.63 to \$7.59/per \$1,000 assessed value.
- The 2011 total budget of \$14,790,210 was held to a less than a 1% increase over 2010.
- A 2010 unspent budget balance of \$1,859,795 was achieved.
- The City realized \$203,839 in savings by following the Purchasing Policy guidelines.
- Sales Tax collected in 2010 increased by 6.4%. A very positive sign in a down economy.



## Retail Development

City staff attended the RECON conference where they contacted over 200 developers and retailers to encourage new business development at Exits 30 and 32. The City also contracted with the Buxton Company to be paired with several potential retailers that fit the demographics of our community.



At the February 7, 2011 City Council meeting, a contract was signed with MVG Development and SRS Real Estate to develop the Exit 32 site and secure retailers.



Frontier Investments announced plans for a new, 3 story, 25,000 square foot, year-round restaurant and entertainment facility to be located at the corner of Junction and Lazelle on the old UBC site.

# Murray Addition Improvements

## Water, Sewer, Streets

### Phase I and II Completed

The City secured a \$214,000 grant to be used for this major improvement project. All Murray Addition residents now have access to a reliable water and sewer system that reduces the risk of septic tank leakage into groundwater sources.



Streets in the Murray Addition were either rebuilt or received an overlay upon completion of the project.

# Comprehensive Plan

## Downtown Improvements

The Future Sturgis Comprehensive Plan is nearly finished, giving the community a visionary roadmap for the future, along with a number of goals with the top priority of making Sturgis a better place to live, work and raise a family. The plan presents a unified vision for the community and the downtown, expressed by the residents. The Plan also establishes specific actions necessary to improve the quality of life in Sturgis.



A draft of the Comprehensive Plan can be viewed on the City website at [www.sturgis-sd.gov](http://www.sturgis-sd.gov). Please share your comments with us by calling the Community Development office at 347-4424. The Plan is expected to be finalized in March of 2011.



# Sturgis Motorcycle Rally Benefits

## 70<sup>th</sup> Anniversary

Estimated Attendance	601,324
City Sales Tax Collected	\$228,493
State Sales Tax Collected	\$456,986
SD Tourism Tax Collected	\$170,191
Vendor Fees Collected	\$273,330
City Rental Property Revenue	\$228,247
Sponsorship Revenue	\$319,673
Special Sanitation Fees	\$118,126

Rally revenues help pay for New Streets, Fire and Emergency Services, the Library, the Community Center and other improvement projects. Sturgis Rally Charities also receives funds for various programs within the community.





## Main Street Beautification

The City partnered with the Future Sturgis Community Pride Committee and downtown businesses to complete the Main Street Lighting Project in October of 2010. This project provided installation of refurbished vintage light fixtures along Main Street.



## 2010 Street Improvements

35 Blocks of paving and 15 blocks of chip and seal were completed in 2010 as part of the City's goal to improve driving surfaces on city streets.



## Parks & Recreational Improvements

The City obtained a \$160,752 grant from the State to provide funds for the completion of the Deadman Trail Bike Path. A new concession facility was constructed at the Pony Baseball Field.



## Pine View and Vanocker Canyon Road Projects

The City obtained a \$146,000 grant from the SD Department of Transportation for paving Vanocker Canyon Road. Pine View Road also received new pavement.



## Sturgis Airport Runway Reconstruction

The City secured a \$2,300,000 grant for a new runway that will allow jet aircraft to use the Airport making Sturgis more accessible to global business opportunities.



## Equipment Grant

The Public Works Department obtained a \$223,500 grant to purchase a loader and an Oshkosh dump truck/snow plow for use on city streets and at the Rubble Site.



## Sturgis Liquor New Construction

The City began construction of a new Liquor Store in September 2010. Once operational, the new store will increase revenues that will be used to support the Community Center as well as other city amenities.



## Community Beautification Code Enforcement

The City Code Enforcement Division identified and resolved 255 nuisance complaints to improve the appearance of Sturgis.



Before



After



# Sturgis – A Great Place to Live, Work, Play and Raise a Family!

According to the 2010 US Census our population grew to 6,627. Many new families have found out what many of us have known for a very long time. Sturgis is a great place to live with a quality of life second to none!



We are fortunate to live in one of the most beautiful parts of the country, or for that matter, the world! Sure, the winters bring some snow, but the quality of life and affordability of living in Sturgis more than make up for it.



Photo Courtesy of Bob Davis





We are blessed with exceptional housing opportunities, a top notch educational system, beautiful parks and recreation opportunities, a fine hospital and outstanding public safety departments that keep our residents safe.

We have listened to our residents and the City is making economic development our main focus. We are diligently working to expand your shopping and job opportunities in the very near future. Working together for the common good, we will be successful.

At the end of the day, it is the City's ultimate mission to improve the quality of life for the people we serve.

**YOU!**



# 2010 Summary of Accomplishments

- ✓ City property tax rate reduced from \$7.63 to \$7.59/per \$1,000 of assessed value.
- ✓ Sales tax revenues up 6% in 2010.
- ✓ 2011 budget held to less than 1% increase.
- ✓ A 2010 unspent budget balance of \$1,859,795 was achieved.
- ✓ Enforcement of Purchasing Policy guidelines saved the City \$203,839 in 2010.
- ✓ Retail Attraction –
  - Promoted Sturgis to over 200 retailers and developers.
  - Secured Millennium Venture Group developer for Exit 32.
  - New restaurant/entertainment venue on Lazelle Street .
- ✓ Murray Water, Sewer, Street Projects Phase I and II completed.
  - \$214,000 grant for residents; overall project under budget.
- ✓ Significant progress on Future Sturgis – Comprehensive and Downtown Improvement Plan – A new vision and direction for Sturgis.
- ✓ 2010 Sturgis Motorcycle Rally – Improved benefits for residents including 13% increase in sales tax and vendor fee revenues.
- ✓ Main Street Revitalization – Main Street Lighting Project completed.
- ✓ 2010 Street Improvement Program – 35 blocks of pavement and 15 blocks of chip/seal improvements.
- ✓ Parks Improvements –\$160,752 bike path grant and new Pony Field concession facility completed.
- ✓ Pine View and Vanocker Canyon Road Projects - \$146,000 DOT grant for new pavement project completed.
- ✓ Stimulus Fund Airport Reconstruction - \$2,300,000 Federal Aviation grant for a new runway.
- ✓ Solid Waste Management Program Grant - \$223,500 equipment grant for a loader, dump truck and other equipment.
- ✓ Liquor Store Project – will increase sales and profits to support the Community Center and other municipal projects.
- ✓ Code Enforcement /Community Beautification Program launched – 255 cases resolved in 2010.

